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the hot melt film, and the substrate) to melt the hot melt film. The melted hot melt film will then cure or cross-link, as noted above, to adhere the flock to the substrate. A web 35 exits the laminating station. The web 35 is then allowed to cool. The web 35 is ultimately directed to a cutting station where it is cut into individual articles. Once the web 35 is cooled, it can be directed immediately to a cutting station (after the sheet 35 cools), or can it can be wound up on an update roller to be cut into individual articles at a later time, or at a different location. At the cutting station, the release sheet 3 is removed from the flock and gathered on an uptake roll or is otherwise disposed of. After the release sheet has been removed from the flock, the substrate with the flock adhered thereto is cut to form the articles 11. It is also likely that one could remove the release liner either before or after the die cutting procedure. As shown in FIG. 3, a fringe material 50 can be applied to peripheral edges of the flocked release sheet 1 or substrate 15 during this manufacturing process. --

IN THE DRAWINGS:

Please amend Figure 3 as shown in the Request for Approval of Drawing Changes filed concurrently herewith. A copy of the Request is attached hereto for the convenience of the Examiner.

IN THE CLAIMS:

Please cancel Claims 5-17 and amend Claims 1-4 as follows:

- A3*
1. (Amended) A flocked transfer consisting essentially of a release sheet, a release agent on the release sheet, and flock on the release agent; the flock being formed in a desired pattern; the

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release agent holding the flock to the release sheet, wherein a thermosetting hot melt film is adhered to the transfer.

2. (Amended) An article of manufacture including the transfer of Claim 1, wherein the transfer is adhered to a substrate.

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cont'd

3. (Amended) The article of manufacture of Claim 2, wherein the transfer is adhered to the substrate using the thermosetting hot melt film.

4. (Amended) The article of claim 3, wherein the thermosetting hot melt film is a thermosetting polyurethane film or a thermosetting polyester film.

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[Please add the following new Claims 18-42:]

5 18. (New) A flocked transfer assembly, comprising: a transfer consisting essentially of a release sheet, a release agent on the release sheet, and flock on the release agent; the flock being formed in a desired pattern; the release agent holding the flock to the release sheet, and a thermosetting hot melt film, wherein the transfer is adhered to the thermosetting hot melt film.

6 19. (New) The flocked transfer assembly of Claim 18, wherein the release agent and release sheet are located on a first surface of the flock and the thermosetting hot melt film is

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positioned on a second surface of the flock and the first and second surfaces are in an opposing relationship.

~~20.~~ (New) The flocked transfer assembly of Claim 18, wherein the thermosetting hot melt film comprises polyurethane.

~~21.~~ (New) The flocked transfer assembly of Claim 18, wherein the thermosetting hot melt film is precut to correspond to a shape of the transfer.

~~22.~~ (New) The article of Claim 18, wherein the thermosetting hot melt film is cross-linked.

~~23.~~ (New) The flocked transfer assembly of Claim 18, wherein the hot melt film is adhered to the flock and there is no binder adhesive located between the hot melt film and the flock.

~~24.~~ (New) The article of Claim 18, wherein the thermosetting hot melt film is applied to a substrate and the hot melt film preformed before application to the flock and substrate.

~~25.~~ (New) The flocked transfer assembly of Claim 18, wherein the hot melt film is not fully cross-linked.

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15 26. (New) A flocked transfer assembly, comprising a release film, a release agent on the release film, and flock contacting the release agent; the flock being formed in a desired pattern, the release agent holding the flock to the release film, wherein the free surface of the flock is adhered to a thermosetting hot melt adhesive.

14 27. (New) An article of manufacture including the transfer of Claim 26, wherein the transfer is adhered to a substrate.

15 28. (New) The article of manufacture of Claim 27, wherein the transfer is adhered to the substrate using the thermosetting hot melt adhesive.

14 29. (New) The article of claim 28, wherein the thermosetting hot melt adhesive is a thermosetting polyurethane film or a thermosetting polyester film.

17 30. (New) The flocked transfer assembly of Claim 26, wherein the thermosetting hot melt adhesive is in direct contact with the flock fibers.

18 31. (New) The article of Claim 28, wherein the thermosetting hot melt adhesive is cross-linked.

19²³ 32. (New) The flocked transfer assembly of Claim 26, wherein there is no binder adhesive located between the hot melt adhesive and the flock.

20²⁴ 33. (New) The flocked transfer assembly of Claim 26, wherein the thermosetting hot melt adhesive is in the form of a film, the film being preformed before application to the flock.

21²⁶ 34. (New) The flocked transfer assembly of Claim 26, wherein the hot melt adhesive is not fully cross-linked.

22²⁵ 35. (New) The flocked transfer assembly of Claim 26, wherein the release agent and release film are located on a first surface of the flock and the thermosetting hot melt adhesive is positioned on a second surface of the flock and the first and second surfaces are in an opposing relationship.

23²⁸ 36. (New) The flocked transfer assembly of Claim 26, wherein the thermosetting hot melt adhesive comprises polyurethane.

24²⁷ 37. (New) The flocked transfer assembly of Claim 36, wherein the hot melt adhesive is in the form of a film and is cut, before application to the flock, to correspond to a shape of the flocked transfer.